

TERMS OF REFERENCE

Individual Contractor: Technical Support on Behavioural Science to operationalize behavioural insights labs across programming states (FULL TIME) – OPEN TO INDIAN NATIONAL ONLY.

Duty Station: New Delhi; with travel to 3-4 States

Contract Duration: 11 months (full-time)

Closing Date: 16th May 2022

1. BACKGROUND / RATIONALE

The UNICEF India Country Office is exploring the idea of instituting Behavioral Insights (BI) Labs to advance its commitment towards evidence-based programming and policy-making at the national and state level. By incorporating behavioral economics into its own agenda of designing evidence-informed and community-designed programs, UNICEF aims to leverage the key advancements and progress made in the field of behavioral insights globally. There is evidence to indicate that the inefficient implementation of policies and schemes do not only reflect supply-side inadequacies but are also about certain deficiencies in people's demand and utilization of these services. If explained in simple terms, this relates to behavioral barriers which may be caused by personal, social and environmental factors. Hence, the use of behavioral insights, which is defined as *'an inductive approach to policy making that combines insights from psychology, cognitive science, and social science with empirically-tested results to discover how humans actually make choices'* can contribute critically to addressing these barriers. Hence, behavioral insights can facilitate knowledge generation about why people act in a certain way or why they take certain decisions which may come in the way of adopting positive and equitable behaviors. This process contributes towards designing new, or in some cases tweaking existing interventions to optimize their relevance and effectiveness as per community needs.

Social and Behavior Change in the new Strategic Plan aims at strengthening the application of lessons from the Behavioral Sciences and BI as an approach embedded in UNICEF programming. "BI is a tool that needs to be added to international organizations' toolkits more formally. Applied alongside other tools like human-centered design, anthropology, community engagement and others, it can help increase immunization rates [or other behavioral objectives] by putting greater emphasis on people, and the context in which they make decisions". As such, Behavioral Insights will not displace existing approaches in UNICEF's SBC work, but will simply provide additional tools in the SBC toolbox that can be used in combination with other approaches.

Since 2017, UNICEF has stepped up internal efforts to socialize the understanding and application of behavioral science and BI approaches through webinars, blended learning sessions, workshops, and seminars involving country-level training and field work. In 2020, concerted activities and investments have been undertaken to strengthen our capacity to apply behavioral science and experimental methods as tools to advance programme objectives. To take these efforts forward, the UNICEF SBC section is seeking applications for the position of a Behavioral Insights consultant who can provide technical support to the team in operationalizing and institutionalizing BI Labs in the selected states.

2. PURPOSE OF ASSIGNMENT

This assignment is to hire the services of an individual contractor to provide technical support to the SBC team at UNICEF ICO to operationalize and institutionalize Behavioral Insights Labs across some of its programming states. The person will be responsible for, in close coordination with the SBC team members, undertaking literature review, guiding the behavioural research/work, designing, guiding implementation, seeking collaborations and operationalizing Behavioural Insights Units/Labs across 2-3 programming states. UNICEF is considering BI research on child immunization, adolescent nutrition, and secondary education. These issues may be expanded, depending on discussion with states and sectoral colleagues.

3. OBJECTIVE/S

Undertake responsibility for technical support, day-to-day management of and coordination between the various partners and contractors associated with behaviour science research on themes identified by the SBC team and setting up of BI units in different states.

4. MAJOR TASKS TO BE ACCOMPLISHED

The consultant will be collaborating with the SBC team at UNICEF ICO in operationalizing and institutionalizing Behavioral Insights Labs across some of its programming states. The consultant will be expected to:

1. Provide technical expertise and analysis for strategizing, designing, and implementing BI research on key behaviors, agreed within the UNICEF SBC and program team
2. Liaise with the SBC team in UNICEF state offices and at the India Country Office, including relevant stakeholders to understand the contextual challenges, and support in the selection of suitable thematic areas and behaviors for the implementation of BI research
3. Develop an overall methodological approach that will be undertaken by the SBC team to implement BI initiatives
4. Support the SBC team in mapping the Behavioral Insights space, explore partnership opportunities, and assist in liaising with BI experts and agencies
5. Organize consultations with BI experts and agencies, streamline and define UNICEF's role and collaboration scope
6. Design and facilitate visioning workshops for state teams and other stakeholders involved in the setting up of Behavioral Insights Units in the selected states
7. Design and conduct capacity building programs on Behavioral Science/Insights for the SBC staff, government and non-government partners, and other relevant stakeholders identified by the SBC team

5. Expected Outputs, Deliverables and Timelines

Overall methodological approach for the implementation of BI initiatives finalized and BI Labs institutionalized in 3 states. Regular guidance provided to the BI research underway on child immunization, secondary education, and so on. The specific deliverables are as follows:

1. Regular guidance notes detailing elaborate methodological approaches to operational BI research on key behaviours (including topics such as- how to identify priority behaviours, contextual challenges in operationalising BI research) based on the state requirements: to be submitted within 6 months of joining
2. Update/progress reports on implementation of BI related collaboration and partnerships that UNICEF can build with BI agencies and experts, UNICEF'S role and its positioning in the BI space to be submitted monthly as a part of the monthly progress updates
3. Module and training reports of visioning workshops to be submitted within 9 months of joining
4. Capacity building module for BI for partners and training reports to be submitted within 11 months of joining

Please note, the timelines are flexible and will be discussed with the selected Individual Contractor.

6. DUTY STATION

New Delhi, with travel to 3-4 states

7. OFFICIAL TRAVEL INVOLVED (ITINERARY AND DURATION)

Travel to 3-4 states - 2-3 days trips, 8 trips (max 10-15 days)

Travel to two field offices for the planning of the outreach implementation – 2 days, one trip each.

8. ESTIMATED DURATION OF CONTRACT (FULL TIME)

Full time assignment for 11 months, starting from June 2022.

9. QUALIFICATIONS / SPECIALIZED KNOWLEDGE / EXPERIENCE/ COMPETENCIES (CORE/TECHNICAL/FUNCTIONAL) / LANGUAGE SKILLS REQUIRED FOR THE ASSIGNMENT

Education:

- PhD in behavioral science from a reputed university

Work experience:

- At least 7 years of experience in the design, data collection/analysis, and evaluation of experiments applying behavioral insights is required
- At least 4 years of demonstrated experience leading behavioral insights projects
- At least 3 years of experience in Social and Behavior Change Communication
- Experience in delivering trainings on behavioral insights is required
- Work experience with the UNICEF India programming states is desirable
- Experience in establishing protocols and implementation of scientific research methods is required
- Behavioural health research familiarity and experience is desirable
- Child education behavioural drivers and intervention design is desirable
- Experience in team development and human resource management is desirable
- Experience working with the United Nations, international organizations and government agencies is desirable

Skills:

- Ability to perform tasks in timely manner and under pressure to tight deadlines
- Ability to communicate verbally and in writing with a wide range of partners persuasively and collaboratively
- Ability to work independently and as part of a team seamlessly using a range of modern means of communication as required
- Proficiency and experience with Microsoft Office software and applications
- Proficiency with data analysis and research tools is desirable
- Ability to assess, interpret, and apply behavioural research is required

Language Requirements:

- Language proficiency in both written and oral English and Hindi is required

10. TECHNICAL EVALUATION CRITERIA (WITH WEIGHTS FOR EACH CRITERIA)

A total of 80 marks is allocated for technical evaluation conducted based on the Technical Review Committee's recommendation as per the table below. The financial bids will be evaluated through a total mark of 20. A candidate must obtain at least 80% (i.e. 64 out of 80 marks) in the technical evaluation.

Criteria	Maximum Score
1. Educational Qualifications	10
2. Relevant experience in India	20
3. Experience in BI/BS research related to child rights issues	30
4. Interview*	20
Total technical score – 80 (minimum total qualifying marks is 64)	80

*** Candidates securing minimum 48 marks (out of 60 marks under Criteria 1 to 3) will be invited for interview.**

11. PAYMENT SCHEDULE

Payment will be made on submission of a monthly progress report.

HOW TO APPLY:

The application to be submitted through the online portal and should contain three separate attachments:

- i. A Cover letter explaining suitability for position **(to be uploaded online under “Cover Letter” tab)**
- ii. Curriculum Vitae (CV) **(to be uploaded online under “Resume” tab)**
- iii. A financial proposal indicating all-inclusive monthly professional fee, as per the template attached. Please do not forget to specify your name in the file while saving **(to be uploaded online under “Financial Proposal” tab).**

Important Note: Please do not indicate financials anywhere else in the online application form, please mark "n/a or 00", under the fee related questions in the online application form.

Without all the above 3 documents, your application will be considered incomplete and invalid and will not be considered further.

- Any attempt to unduly influence UNICEF’s selection process will lead to automatic disqualification of the applicant.
- Joint applications of two or more individuals are not accepted.
- Please note, UNICEF does not charge any fee during any stage of the process.
- Women, trans, non-binary and gender diverse candidates meeting the requirements are strongly encouraged to apply.
- UNICEF is committed to diversity and inclusion and encourages qualified candidates from all backgrounds including persons living with disabilities to apply.
- General Terms and Conditions for the Consultancy Contract is attached, for your reference.
- Individuals engaged under a consultancy or individual contract will not be considered “staff members” under the Staff Regulations and Rules of the United Nations and UNICEF’s policies and procedures, and will not be entitled to benefits provided therein (such as leave entitlements and medical insurance coverage). Their conditions of service will be governed by their contract and the General Conditions of Contracts for the Services of Consultants and Individual Contractors. Consultants and individual contractors are responsible for determining their tax liabilities and for the payment of any taxes and/or duties, in accordance with local or other applicable laws.

For any clarifications, please contact:

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